Cherish Therin

Digital Marketing | Available May 2027

France | cherish.therin@gmail.com | linkedin.com/in/cherish-therin | portfolio.cherishtherin.com

NEOMA MSc Digital Marketing & Data Analytics student based in **France**. BBA in Information Management with Business Analytics coursework, ranked 1st in class. Marketing experience in **Taiwan** supporting **U.S. and European markets,** complemented by an exchange at **Suffolk University, Boston**. Background in campaign analysis, market research and CRM.

Professional Experience

Tern Bicycles | Taiwan — Jul 2025 – Aug 2026

Social Media Strategist & Marketing Specialist

- Managed **Google Ads** and **Meta Ads** targeting, budgets and performance analysis, achieving **67× ROAS**.
- Increased website traffic by **20%**; maintained 10% CTR and CPM as low as €0.04.
- Led the digital marketing campaign for the Tern HSD Gen 3 **product launch**, driving a 400% increase in Instagram profile visits and a 120% peak in website traffic on launch day.
- Created videos and campaign assets with Canva, CapCut and AI tools; used Semrush SEO keyword research to guide video planning and increase organic views and retention rate.
- Negotiated **influencer partnerships** and maintained relationships across the U.S. and Europe.

New Century Products Ltd. | Taiwan — Sep 2024 – Jun 2025

Digital Marketing Specialist

- Built and managed Meta Ads sales campaigns driving purchases on **Shopify**: **5% CTR, −20% CPC, +30% ROI**.
- Supported **go-to-market strategy and campaigns** for U.S. and European markets, contributing to a **420% increase in website traffic**.

Demobox Construction Co. | Taiwan — Jan 2024 – Aug 2024

Marketing Assistant Intern

- Built a **HubSpot CRM** system, improving customer follow-up efficiency by **40%**; supported campaigns and audience targeting.

Incredible Action Ltd. — May 2022 – Feb 2024

WordPress Web Developer | *Freelance*

- Built responsive WordPress and WooCommerce websites with Elementor and Figma; improved SEO, performance scores and site health.

Education

NEOMA Business School | France — Graduating 2027

MSc Digital Marketing & Data Analytics

Tamkang University | Taipei, Taiwan — Sep 2020 – May 2024

BBA Information Management

Ranked 1st / 69 | GPA 3.93 / 4.0 | Tamkang Merit Scholarship for academic excellence

Relevant coursework: Business Analytics, Data Management & Modeling, Python Programming

Suffolk University | Boston, U.S. — Sep 2022 – May 2023

Exchange | *Information Systems & Business Analytics*

Relevant coursework: Advanced Data Analytics, Big Data Mining, Business Intelligence

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Skills and Certification

Certification: Google Analytics 4 (GA4)

Marketing: Google Ads, Meta Ads, HubSpot CRM, Semrush, SEO, Excel, Powerpoint | E-commerce: Shopify, WooCommerce

Academic exposure: Python, Power BI, Tableau, Java | Web: WordPress, HTML

Soft skills: Analytical thinking, problem-solving, stakeholder communication, negotiation, cross-cultural collaboration

Languages

English fluent (TOEIC 955) | Mandarin fluent | Indonesian native | French B1, progressing to B2